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Voluntary Public

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GAIN Report Number:

Taiwan

Post: Taipei ATO

Attention U.S. Suppliers! Taiwan is Calling (Moon Cakes)

Report Categories:

Product Brief

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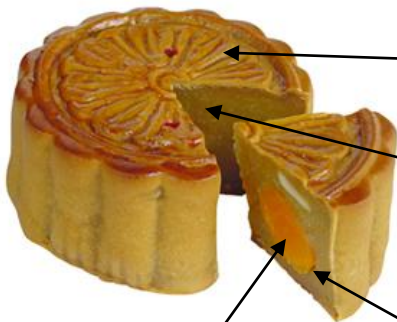
Report Highlights:

Taiwan's domestic sales of moon cakes are considerable (about US\$100 million this year), but also noteworthy is the fact that Taiwan ships some of its moon cakes to Mainland China (est. 8-10 tons per year). Do you produce or export any of the ingredients identified in this report? If so, you may want to contact the U.S. Agricultural Trade Office in Taipei to receive additional information on export opportunities for your products in Taiwan.

General Information:

Originally used as a means to distribute secret messages to mobilize the Chinese masses against 14th century Mongol invaders, moon cakes have evolved to become a staple of Chinese tradition. The Mid-Autumn Festival (when most moon cakes are consumed) officially takes place on the 15th day of the 8th lunar month--typically around the second week of September. Although initially a specialty product consumed only during the holiday season, moon cakes are now sold at retail stores and bakeries throughout the year. These small cakes are typically given as gifts for families and business associates. Depending on the ingredients used for the moon cake's filling, a single moon cake typically costs between USD \$2-\$10, with premium gift sets priced at upwards of US\$100 for a set of four.

Moon cake sales in Taiwan are considerable (US\$100M annually), but also noteworthy is the fact that Taiwan exports some of its moon cakes to Mainland China (est. 8-10 tons per year). Do you produce or export any of the ingredients listed below? If so, you may want to contact ATO Taipei to receive additional information on exporting opportunities to Taiwan.



Dough is made with oil and flour, and pressed at the top with either festive designs or holiday messages.

The filling is often made with sweet bean paste, including those made from adzuki beans, mung beans, black beans, and dates.

Duck egg yolk is also sometimes used in traditional moon cakes.

Popular fillings also include walnuts, pumpkin seeds, peanuts, sesame seeds, or almonds held together with maltose syrup. The filling may also be flavored with rock sugar.



PRINCE HOTEL
MOONCAKE



RITZ-CARLTON HOTEL
MOONCAKE



HAAGEN-DAZ ICE CREAM
MOONCAKE



STARBUCKS COFFEE
MOONCAKE

High-end customized moon cakes are also popular



FAIRMONT HOTEL



MANDARIN ORIENTAL HOTEL



HILTON HOTEL

Moon cake sets are often wrapped in fancy boxes, often made with cardboard covered in linen, cotton, or silk cloth